



Prescription Drug Core Group Meeting

November 29, 2016

1:00 p.m.

Governor's Office of Youth, Faith and Family – Conference Room B

1700 West Washington Street, Suite 230, Phoenix, Arizona 85007

A general meeting of the Prescription Drug Core Group was convened on November 29, 2016 at the Governor's Office of Youth, Faith and Family, Conference Room B, 1700 West Washington Street, Suite 230 Phoenix, Arizona 85007.

Members Present (10)

Sheila Sjolander , Chairman, Arizona Department of Health Services
Deborah Miller , Co-Chair, Governor's Office of Youth, Faith and Family
Jenna Jones , Arizona Board of Osteopathic Examiners
Elizabeth Dodge , Arizona Board of Pharmacy
Tomi St. Mars , Arizona Department of Health Services (via phone)
Jacqueline Kurth , Industrial Commission of Arizona
Michelle Skurka , Arizona Health Cost Care Containment System
Shelly Mowrey , High Intensity Drug Trafficking Area (via phone)
Carlana Orosco , Arizona Criminal Justice Commission (via phone)
Duce Minor , Parker Area Alliance for Community Empowerment (PACCE) (via phone)

Staff/Guests Present (10)

Members Absent (2)

Sam Burba , Governor's Office of Youth, Faith and Family	Travis Williams , Arizona Attorney General's Office
Sonya Pierce-Johnson , Governor's Office of Youth, Faith and Family	Chief Thomas Kelly , Apache Junction Police Department
Alexandra O'Hannon , Governor's Office of Youth, Faith and Family	
Tracy Cruickshank , Maricopa County Department of Public Health	
Keith Walker , Maricopa County Department of Public Health	
Tasha Aikens , US Department of Justice	
Cosme Lopez , US Department of Justice	
Lacie Ampadu , Arizona Department of Health Services	
Bill Ottinger , Cox Media	
Stacy Lincoln , Cox Media	

Call to Order

- **Sheila Sjolander, Chairman**, called the Prescription Drug Core Group meeting to order at 1:03 p.m. with 10 members and 10 staff and guests present.

Welcome/Introductions

- **Sheila Sjolander, Chairman** welcomed everyone and asked them to introduce themselves.

Approval of Minutes

- Minutes for the meeting held October 18, 2016 were reviewed. Duce Minor made a motion to approve the minutes. The motion was seconded by Jacqueline Kurth and approved by all.

Presentation: Cox Communications-Webinar

- **Stacy Lincoln, Cox Media** shared with the core group the webinar that was produced by Cox Communications. The webinar is hosted by Kim Covington, a former news anchorwoman. The webinar will focus on 5 specific subject matters:
 - RX Toolkit overview
 - How to use a PSA with tips included
 - How to use Social Media i.e. newsletters, emails with tips included
 - Now that you are the leader-what do you do next?
 - How to partner with local law enforcement and encourage them to be part of the coalition with tips on how to work with the Public Information Officer (PIO).

RX initiative Toolkit Follow-up

- **Tracy Cruickshank and Keith Walker, Maricopa County Department of Public Health** reported their work on updating the toolkit, they are working on the following:
 - Added new website information to the documents and have deleted the old website information.
 - Change the statistical reporting on a few forms and ADHS will assist with gathering the correct statistics to include.
 - Retire some of the old documents in the tool kit with new documents in strategies 2, 4, and 5.
 - Add the CDC documents to some of the strategies and include PDF's. Added the CDC guideline resource link to Strategy 2; added the Surgeon General's link to Strategy 2. Added the CDC guideline resources link to access the Patient/Partner tool documents under Strategy 4. Plan to add the following newly documents:
 - Strategy 2 "Opioid Prescribing Basics for Healthcare Providers"
 - Strategy 3 "Naloxone for Law Enforcement"
 - Strategy 3 "Kingman Naloxone Policy"
 - Strategy 3 "Kingman Naloxone Usage Report"
 - Strategy 3 "Tucson Specialized Department Equipment"
 - Strategy 4 "HAWP/Rx Drugs and the Workplace"
 - Strategy 5 "Chronic Pain Self-Management Program"
 - Strategy 5 "Naloxone Resources"
 - Additional information needed on remaining documents to finish the update:
 - The 2016 Arizona Youth Survey data results to continue confirming statistical data within the toolkit
 - Updated MAT document version for strategy 5
 - AHCCCS Updates
 - Request for the original document titled "Pharmacist Tools and Resources" in strategy 2 due to being unable to implement revisions through the ACJC website Microsoft word version.

Deborah Miller, Co-Chairman thanked Tracy and Keith for their hard work in updating the toolkit. Ms. Miller made a motion to approve the recommendations to move forward with updating the toolkit and move towards implementing in December 2016. The motion was seconded by Jacqueline Kurth and approved by all.

Hooked-2

- **Sheila Sjolander** shared information about the upcoming broadcast, Hooked-2. The documentary is scheduled to air on January 10, 2016 at 6:30 PM. The broadcast will be on multiple channels and radio stations. This broadcast which is produced by Arizona State University Cronkite School is similar to the one that was aired last year on Heroin, this year it will focus on Prescription Drug Abuse. Ms. Sjolander shared that this will be a huge opportunity to raise awareness, get information out and showcase our resources, such as the updated toolkit.
- **Deborah Miller** shared that the Governor's Office of Youth, Faith and Family (GOYFF) is reaching out to our Parents Commission subgrantees and Substance Abuse Coalitions to provide training on the RX 360 curriculum in January following this broadcast. Ms. Miller also reported that she is working with Sam Burba, GOYFF

Communications Director weekly on social media, regarding what the core group is doing and what the focus is on.

- **Elizabeth Dodge**, shared that the Board of Pharmacy was interviewed previously by this same school about the PMP program.
- **Jenna Jones and Sheila Sjolander** both reported that they too were interviewed by the school that's putting together this Hooked-2 broadcast.

RethinkRX.org

- **Sam Burba, GOYFF**, walked the core group through the RethinkRx.org landing page. Mr. Burba stated that the page should be up by December 28, 2016. Mr. Burba shared information that will be included on the webpage:
 - The website will include the 5 PSA's from Cox Media
 - The Training Materials, which will include the 3 separate areas to request training from i.e. Law Enforcement, Health Care and Community Awareness
 - The Events and Training Calendar, this area will require input and contribution from all Core Group members.
 - Mr. Burba advised the group to provide Deborah Miller with the link for their agency that they want to direct people to which will be included on the landing page
- Mr. Burba shared that there will be 4 weeks of in-home media on Marijuana and Prescription Drug Abuse and 2 weeks of digital media, this will coincide with the Hooked-2 broadcast
- Mr. Burba also shared that PSA's with the Governor and showcasing what Arizona is doing will be included on this landing page.

Agency / Partner Updates

- **Ms. St. Mars** informed the core group that the Tucson Police Department shared in a news report that all of their officers have been trained on how to administer Naloxone. She also reported that Holbrook and Show low ordered naloxone kits to be distributed to their officers.
- **Ms. Dodge** informed the core group about the new interface with the PMP, statewide integration (prescribers linking with health boards-financing is approved). She also shared with the core group that the emergency rules have been written so pharmacist can dispense Naloxone. However, the rules are at the Attorney General's Office waiting for approval.
- **Ms. Sjolander** shared that the Governor set a health goal in reducing Opioid deaths. She also shared that at a future meeting the core group should talk about the expansion of getting Naloxone.
- **Ms. Kurth**, informed the core group that the treatment guidelines already launched and she has been conducting a lot of training and outreach.
- **Ms. Mowrey** announced that HIDTA's Opioid summit is on January 9, 2017 at the Four Points by Sheraton Phoenix North, titled "Turning the Tide". The training will be collaboration with several agencies. They will talk about the problems and focus on solutions. They will discuss what health plans are doing, standardizing medical examiners reports and Naloxone. All speakers are from Arizona and a flyer will be sent to Deborah Miller to share with the core group. Ms. Mowrey also reported that the American Indian Toolkit is completed and was made available at the National Conference, and that 52 tribes from all across the county were in attendance.
- **Ms. Skurka**, shared that AHCCCS is working on many grant reports that are due. She also reported that there will be a review in May 2017.
- **Mr. Minor**, reported that the community coalition had a lot of success with the drop off of medicines and will be providing funding to help with destruction of the medicines. He also reported working with CADCA to pilot a program where high school students go into 5th grade classrooms and talk with students about over the counter medicines. The pilot went well.
- **Ms. Orosco**, reported that ACJC is finalizing the AYS materials with their partners and the data should be coming out in the later part of December.

Future Meeting Dates

- Next meeting is scheduled for:
 - Tuesday, December 20, 2016 - 1:00pm to 3:00pm.

Future Agenda Items

- Expansion of getting Naloxone
- American Indian Toolkit
- U.S. Attorney General Office Presentation on prescription drug and opiate abuse
- Chronic Pain/Substance Abuse-Strategy 5 discussion-strategic planning session

Adjourn

- **Sheila Sjolander, Chair, called for a motion to adjourn.**
- Ms. Kurth moved to adjourn the meeting at 2:38pm. Motion was seconded by Ms. Dodge. Meeting was adjourned at 2:38 pm.